

MINUTES OF MEETING OF THE BOARD OF DIRECTORS OF
THE FUTURE FARMERS OF AMERICA

Washington, D. C.
January 29-31, 1953

January 29, 1953

The meeting of the Board of Directors of the FFA was called to order in Room 4282, Federal Security Agency Building, in Washington, by Dr. W. T. Spanton, Chairman of the Board. Those present included: Mr. C. M. Humphrey, State Director of Agricultural Education, Jefferson City, Missouri; Mr. L. C. Dalton, State Supervisor of Agricultural Education, State College, New Mexico; Mr. George H. Hurt, Chief Consultant in Agricultural Education, Austin, Texas; Mr. Cola D. Watson, State Supervisor of Agricultural Education, Burlington, Vermont; Mr. E. J. Johnson; Mr. R. E. Naugher; Mr. H. N. Hantsucker; Dr. A. W. Tenney, Executive Secretary, all of the Office of Education, Federal Security Agency, Washington, D. C.; and Dr. D. J. Howard, National Treasurer, of Richmond, Virginia.

The minutes of the meetings of the Board of Directors held in Kansas City, Missouri, October 11 and 12, 1952, were read and approved.

Dr. Spanton introduced Mr. Cerra, of the law firm of Davies, Richberg, Tydings, Beebe & Landa, who gave a complete report on the court action against the Chapter Supply Company. In reviewing the status of the suit, Mr. Cerra reported that oral arguments have been presented and the case is in the hands of the judge - but there are many transcripts of records which he has not had time to read, and which he must read before giving final judgment.

Dr. Tenney introduced Mr. Walter M. Ringer, of the Ringer St. Croix Company, who wanted to submit a proposal to the Board on the manufacturing of jackets. Dr. Tenney said the company is willing to put in additional lettering machines but do not want to put in more than are needed. Last year over 18,000 jackets were ordered in October. If we could anticipate how many jackets would be needed, Mr. Ringer would be willing to put in all the lettering machines necessary to finish these jackets in less time than is now consumed.

Mr. Naugher mentioned that it is the lettering that takes so much time in the manufacturing of FFA jackets.

The following are statements from Mr. Ringer's talk: "We would like to know the jacket requirements for the balance of the year. We worked out a minimum number of jackets that each company would handle last year, and we made arrangements to have 15,000 jackets on hand September 1. On September 1, the 15,000 jackets were in stock. Orders came in fair during the month of September, and were very heavy during October, November and December."

Tabulation of orders follows, for the years 1951 and 1952:

	<u>1951</u>	<u>1952</u>
September	2,300	4,600
October	9,500	14,000
November	6,000	8,500
December	4,200	4,200

Dr. Tenney explained that not so much business comes in during the month of December because of the holidays. He also stated that the staff at the Supply Service has kept up with the orders practically all the way through.

Mr. Ringer continued: "This past year the business came earlier than in previous years. The jackets that went out of our factory this year went out faster than they ever had before. We did not have jackets longer than three weeks at any time. I kept a weekly report for Dr. Tenney and for the Supply Service. We did that so that all concerned could have an up-to-date record as to just what the situation was. Originally we prepared and made arrangements for 30,000 jackets. We received orders for and shipped approximately 42,000 jackets last year. This was 12,000 more than we were set up to do, but we took care of the extra orders without any extra delay. The service we were able to give was improved over what we gave a year ago. We ran two shifts in the lettering department during the months of October and November. We made arrangements with a firm in Milwaukee to do some lettering for us. This cost us 30 cents more apiece to do this. Making 42,000 jackets is not the maximum number we can produce in a year. We can manufacture a greater number if arrangements are made ahead of time. We have 12 lettering machines which are operated during the months of October, November and December, two shifts per day."

Mr. Ringer continued: "We are interested in doing everything humanly possible to reduce the time for jacket delivery to a minimum. Orders are going up for lettering the same day they come in. I think the problem we all have before us is what we can do to improve service during the months of October and November."

Mr. Ringer was asked about the maximum number of jackets that can be turned out per day with their present equipment. He answered that approximately 300 jackets can be finished per day.

Dr. Tenney suggested that when any of the teachers make complaints about any difficulty in getting jackets, they should be asked to send copies of correspondence to the Supply Service, so that the whole matter can be looked up and the reasons for delays discovered. He said that at the convention the delegates recommended that a permanent dye be used in the jackets.

Mr. Ringer replied: "With the dye now used, there is a tendency toward fading after the jackets have been dry-cleaned and worn for a considerable time. Also, the dye has a tendency to rub off on white shirts.

There are two types of dye now in use -- sulfur dye and vat dye. The sulfur dye is now being used. Vat dye is much less apt to fade and bleach out, but it is more expensive. It may not fade at all, but that cannot be guaranteed. With silk and wool materials it is almost completely permanent, but with cotton fabrics it is not quite so sure."

Mr. Hurt asked approximately what the difference would be in cost, using the vat dye, and Mr. Ringer answered that it would be between ten and twenty cents.

Dr. Tenney said that at the convention they were authorized to go as high as forty cents per jacket to get a dye that will not rub off. As regards lettering, it costs about \$1.25 on the average to letter a jacket. We have been considering making the jackets available to all boys at the same price, regardless of the lettering. That would save a great deal of time and expense.

Mr. Ringer continued his report: "We have been considering putting a lettering and shipping operation in Warrensburg, Missouri. We would consider going elsewhere and opening up another operation. By planning in advance, we could do whatever is necessary to get these jackets out on time. We are benefitting from the four years of experience we have had. I am sure we could cut a week off the delivery date of the jackets if we had these other lettering and shipping places."

Mr. Dalton stated that we are selling in the neighborhood of 50,000 to 55,000 jackets now, with a potential of 120,000 jackets per year. He asked Mr. Ringer how many jackets they could make with their present equipment. Mr. Ringer said they could make 45,000 jackets. He said that right now he did not think they could justify another operation, unless there would be an increased number of jackets ordered.

Mr. Naugher inquired if, in reality, they would save more than one day in shipping time with an operation in Missouri rather than Minnesota. Mr. Ringer said it is pretty hard to tell with the mails like they are.

Mr. Johnson brought out that the bulk of the orders come in at the same time every year. Mr. Ringer suggested offering a discount on all orders coming in between January and June, or some such plan.

Dr. Tenney said that you can't get around the fact that the boy wants a jacket in the Fall and it is difficult to get them to order at other times. He asked Mr. Ringer if the company would be willing to put in an operation in a certain section of the country if it were found that there were many orders from that section. Mr. Ringer said "Yes".

Mr. Hurt asked why not use some company already established - in the South (for example) - to provide the jackets rather than bring in the operation from Minnesota. Dr. Tenney said the corduroy jacket is not as popular in the South as in the northern States. He said they considered for awhile putting in a lightweight jacket.

Mr. Ringer answered Mr. Hurt by stating that it would be less of a commitment to continue dealing with them than with someone else because all they would need to do would be put in a few lettering machines. Their past experience would be a great help also.

Mr. Hurt brought out the fact there was not a great deal of difference between the FFA jackets, lettering, etc., and football or baseball lettering. Any company set up to do the one could do the other.

Mr. Ringer stated that it is going to be necessary for the FFA to decide on the number of jackets that will be needed for the coming year. He continued: "We will agree to make a quantity over and above the quantity you think will be needed. I would suggest that we try only the one additional operation of lettering and shipping, at Warrensburg, Missouri. I believe we could get the jackets out a week earlier than we do now."

At the conclusion of his remarks, Dr. Tenney thanked Mr. Ringer for coming and giving his time and suggestions to the group.

Mr. Warner, of Staunton Novelty Company, was then introduced by Dr. Tenney, to discuss the matter of furnishing FFA sweaters. He submitted a sample of the sweater. Originally sweaters were sold with the emblem on them. They would like to manufacture a sweater with the letters "FFA" on it and renew the sale through the Supply Service.

Dr. Spanton asked what price these sweaters would be. Mr. Warner said they would be \$11.00 delivered, complete with letters. The sweater is a two-pocket, button front, long sleeved garment in the official blue, with the gold and blue letters.

Mr. Warner stated that since the sweaters have not been offered through the Supply Service, his company receives requests regularly for them and they forward the letters to Mr. Hawkins. He feels there is a demand for these sweaters. If a sweater is approved, they will agree to stock the sweaters.

Dr. Spanton asked if he would be willing to make up a supply of the sweaters and hold them, rather than have the Supply Service buy them. Mr. Warner said they would agree, if it is approved, to stock an experimental number of sweaters and ship the Supply Service an experimental number. If they do sell, then he stated they would hope to receive the same treatment as the people who furnish the jackets. He said if they could be given an order for a definite number of sweaters, they would get them ready for Fall.

After thanking the group for giving him their time, Mr. Warner left.

Dr. Tenney said that the first thing that should be settled is, "What is going to be done about the jackets?" At this point there was a lengthy discussion on prices. Mr. Hurt said that he felt if he was responsible, as a member of the Board, he should know prices. Dr. Spanton

said he saw no objection to the receiving of bids from different companies, laying them on the table for the Board of Directors to review, and deciding on them. Dr. Tenney said he thought we should not repeat to any company what we are paying another company. Mr. Johnson believed that there should be complete secrecy about prices within the group -- that the figures should be completely confidential.

Dr. Tenney asked what we were going to do about jackets for next year. Mr. Ringer made about 42,000 last year. Universal did not make that many. A total of about 54,000 were sold this last year. He was asked about how many jackets would be needed next year. He said he would predict a need for between 50,000 and 60,000 jackets next year.

The National FFA Boy Officers, who sat in with the Board of Directors, were asked about their opinions on a sweater. Fred Reed said he did not think there would be much demand for a sweater. Bill Sorem said he didn't think much of having a sweater. Donald Travis said he thought the idea of a sweater would be fine, since many of the boys do not get jackets. He thought an emblem would be better than the letters. Jimmy Dillon said he did not believe the sweater would sell. Jimmy Willis believed that some of the boys would prefer the sweater and if the company would take the risk in stocking them, there would be no harm to the FFA organization to try it.

Mr. Swanson said he thought a small emblem would be much nicer than letters.

Dr. Spanton mentioned that there might not be as much uniformity of dress at the National Convention if both jackets and sweaters were worn.

The Board of Student Officers then recommended to the Board of Directors that we not encourage the manufacture and sale of sweaters.

Mr. Dalton moved that the Board of Directors accept the recommendation of the Board of Student Officers on the matter of the sweaters. The motion was seconded by Mr. Watson, and carried.

Dr. Spanton called attention to the fact that a boy was not nominated for Vice President from the North Atlantic Region at the time of the National FFA Convention, and the office was to be filled in January.

After reading from the minutes taken at the convention, the following action was taken:

The Board of Student Officers recommended that Malcolm Ellis, of Mapleton, Maine, be elected as the new student Vice President from the North Atlantic Region.

It was moved by Mr. Naugher, seconded by Mr. Johnson and carried, that the Board of Directors accept the recommendation of the Board of Student Officers that Malcolm Ellis be named Vice President for the North Atlantic Region.

Mrs. Coiner, secretary to D. J. Howard, was present and gave a report of the treasurer for the first six months of the current fiscal year. Dr. Spanton thanked her and commended her for her good work.

It was moved by Mr. Dalton, seconded by Mr. Humphrey and carried, that the Board of Directors approve the report of the treasurer.

Dr. Tenney read a letter from the Holt Company, of Texas, dated March, 1952, on bids. Dr. Spanton suggested that Dr. Tenney write the company about the cost of the jacket with the same type of lettering as that on the official jackets.

Mr. Johnson suggested that a flat rate on lettering be requested. Mr. Hurt said that his impression was that we wanted to get a price on the jacket that would be uniform. He asked if the idea was still to work on the basis of a standard price for the jacket and a price for lettering. Dr. Spanton stated that as far as the cost of lettering is concerned, that is not a profit matter. The profit is made on the jacket.

It was moved by Mr. Dalton that the Manager of the Future Farmers Supply Service ask for sealed bids on jackets in quantities of 10,000, 15,000 and 45,000 for a period of 3 to 5 years duration, with a flat rate for the cost of lettering. The motion was seconded by Mr. Humphrey.

When asked their opinion on this matter, one of the boys remarked that the least we could do would be to go along with those companies which have played square with us. Jimmy Dillon said he was of the opinion that we need a company in the Southern Region, and that it would be all right to allow a third company to come in. Dr. Spanton suggested that a third company would give us one more to depend on in case of strike, etc. Jimmy Dillon said he would like to see the manager write the Holt Company and get their reaction. He believed we should give them a trial, and see if they would be willing to lower their price to meet other competition.

Dr. Tenney wanted to know if we should also write the Southern Manufacturing Company, in Alexander City, Alabama.

Mr. Johnson mentioned that we want the bids on quality corduroy, vat dyed, and flat rate for lettering. Mr. Hurt stated that some of the teachers of agriculture have asked that the jackets be made in shorter sleeve lengths, instead of the present minimum of 31 inches.

Dr. Tenney suggested that we go ahead and authorize Ringer St. Croix to manufacture 40,000 jackets; Universal, 12,000; and some other company, 10,000.

The boys were asked to give their opinions, and Fred Reed said he was in favor of the motion, because that was asking only for bids, and he would like to see the motion passed. He thought there should perhaps be an amendment giving a date when the bids were to be received, so they could be acted upon in plenty of time. Jimmy Willis said he thought it should be delayed until next year.

Mr. Dalton thought that perhaps it would not work for this year, but suggested that the motion could be amended. Mr. Naugher suggested that we might add to the motion that the bids be received not later than January 1.

It was moved by Mr. Humphrey, seconded by Mr. Naugher, to amend the last motion to require that bids be received not later than January 1, 1954.

The Board of Student Officers recommended that the motion as amended be adopted.

The Board of Directors then voted on the motion as amended, which read as follows: "That the Manager of the Supply Service ask for sealed bids, to be received not later than January 1, 1954, on jackets in quantities of 10,000, 15,000 and 45,000 for a period of 3 to 5 years duration, with a flat rate for the cost of lettering. Motion carried.

There was a brief discussion regarding a third supplier being secured for the Southern Region.

The Board of Student Officers recommended that the Governing Board make every effort during the coming year to get a third supplier to manufacture the official FFA jacket within the Southern Region.

It was moved by Mr. Naugher, seconded by Dr. Tenney and carried, that the Board of Directors endorse the recommendation of the Board of Student Officers.

The Board of Student Officers then recommended to the Board of Directors that the new FFA jackets be manufactured with the vat dye.

It was moved by Dr. Tenney, seconded by Mr. Naugher and carried, that the Board of Directors approve the recommendation of the Board of Student Officers concerning the use of the vat dye in the FFA jacket.

There was a short discussion about the necessity for speed in authorizing the Ringer St. Croix and Universal companies to go ahead and order corduroy and get the jackets made up for this year. Dr. Tenney recommended that this be done: that St. Croix make 40,000 and Universal, 12,000.

Dr. Spanton asked if there was any objection on the part of the Board of Student Officers or the Board of Directors to Dr. Tenney's recommendation that the Ringer St. Croix Company be authorized to purchase corduroy and make up 40,000 jackets, and that Universal be authorized to purchase corduroy and make up 12,000 jackets. Hearing no objections, it was so authorized.

The meeting was adjourned until January 30.

January 30, 1953

The meeting was called to order at 8:30 a.m. by Dr. Spanton, the Chairman, all members of the Board being present.

Mr. Edward J. Hawkins, Manager of the Future Farmers Supply Service, appeared before the Board and presented a detailed report on the Supply Service.

The men representing the regions on the Board are to poll the States concerning the advisability of discontinuing grants to States from the Supply Service. They are also to find out if the States prefer to discontinue the sale of FFA letters from the Supply Service. The regional men, in their polling, will also discover the advisability of lettering jackets and making a flat charge of \$1.20 for the lettering. This would be 95 cents for all lettering on the back and 25 cents for the front lettering. Mr. Hawkins discussed the need for a new addressograph machine at the Supply Service. He stated that it performed fairly adequately, but that there were many advantages to be obtained from a larger addressograph lettering machine.

It was moved by Mr. Hurt, seconded by Mr. Watson, and carried that the Board authorize the purchase of a new addressograph lettering machine for the Supply Service.

It was moved by Mr. Humphrey, seconded by Mr. Watson and carried, that the Board accept Mr. Hawkins' report.

Dr. Tenney then introduced Mr. Wilson, of the Osborne Company, to the Board and gave a little background information on the development of the official FFA calendar and the role that the Osborne Company played in it. Mr. Wilson then introduced the man who will take his position in the company when he leaves - Mr. Bruce Force. Mr. Wilson explained that the 1955 calendar is now being worked on and he presented two sketches to the group which the artist had designed for the cover picture on the calendar. Mr. Wilson showed a number of photographs which they had made in order to give the artist something to work from for the sketches. The sketches were both classroom scenes with the boys in their FFA jackets. Mr. Hurt stated that there was some skepticism in Texas on the part of agriculture teachers concerning the sale of the Osborne calendars. He said that if the Osborne Company would put an ad in the Texas Future Farmer, the sales of the calendar would be more than doubled, since more people would become familiar with the calendar. Mr. Wilson explained why the sale of calendars was higher in some States than it was in others -- because of the coverage of the area, type of salesmen, and other calendars being produced in those areas.

Mr. Barron appeared before the Board next and presented a report on The National FUTURE FARMER.

Mr. Dalton explained how his State collected their State dues including the subscription price on the magazine. Mr. Dalton and Mr. Watson explained that collecting the dues and the subscription price and sending it into the

magazine office was no extra trouble, because of the fact that they already have their plates cut for their State magazine and they just send the magazine office an extra copy of the names. Mr. Dalton stated how much the boys in New Mexico liked the magazine. Mr. Barron explained that if one subscribes to the magazine after the present mailing has gone out, that his subscription will start (for a full year) as of the next issue unless he specifies that he wishes the past issue.

Mr. Johnson stated that on his recent trip to the Pacific Region he found that the reaction was very favorable to the magazine. He said that it takes time to build up the subscription list and that we should not be disturbed. He suggested that a 20% reduction to the States, rather than 10%, might be a little more incentive to have the States come in 100%. Mr. Dalton stated that the percentage reduction wouldn't have made any difference to them, because the boys wanted the magazine.

Mr. Hurt explained that the reason Texas hadn't been too heavy in subscriptions was that (1) the boys liked their own State magazine; (2) they had just raised their dues 25 cents a year and they didn't want to raise them another 25 cents; and (3) the State office didn't have enough help to send the magazine to the homes of the boys so they do not have plates cut for the boys in Texas; hence, it would be hard to handle the national magazine through the State office.

Mr. Hansucker stated that the magazine circulation isn't going to be successful unless it is handled on a State-wide basis.

Bill Sorem asked how the renewals would be handled. Mr. Barron stated that there would be some sort of promotional work, but that it would be handled on a State basis.

Mr. Barron said that the magazine had set up its advertising rate card on a 200,000 subscription basis on a pro rata refund. He said that the advertising was around \$8,000 whereas they had estimated \$25,000. He explained that they had trouble selling advertising with some advertising agencies, since their circulation rate was about 75,000 and they were guaranteeing 200,000 (in the Fall). They have since had to revise this figure downward.

Mr. Dalton asked if the \$25,000 loan made by the FFA would be enough to get by on the first year. Mr. Barron said that it would be awfully close. Mr. Hurt asked if the magazine did have a 200,000 circulation if it would then be self sustaining. Mr. Barron said that he thought it could be, because of the fact that when your subscriptions go up, your advertising rates go up also. Mr. Barron explained to the group that so many concerns do not like to advertise in a magazine that is just starting. Many concerns stated that after the first year, they would advertise in a magazine of this type.

Mr. Barron then showed a map representing the agents that the magazine is using in parts of the country where Bill Prince cannot visit (Middle West, West and Southwest). He seemed quite pleased that several of these agents had been willing to sell advertising and charge a rate of 15%, instead of the 25% they charge on most magazines of its type. This is quite a compliment to The National FUTURE FARMER.

Discussion was held whether to keep the magazine to 48 or 64 pages. A 64-page magazine sells advertising much better than a 48-page magazine.

It was moved by Mr. Johnson, seconded by Mr. Dalton and carried, that the necessary finances be made available so that the magazine could be kept at 64 pages for the Spring issue.

Mr. Hurt asked how much more might be needed in order to do this. Mr. Barron stated that in order to be safe, he would say about \$5,000. Mr. Naugher stated that he thought there was a "cushion" in the FFA Budget which could provide the additional money.

Jimmy Dillon said that he felt that the magazine was definitely on its way up. He said that the boys should be encouraged to take the magazine around with them to their farm machinery dealers and people who are interested in the FFA. He stated that this is the best advertising we can get.

Donald Travis stated that from the first, the magazine had started out to be better than any other magazine of its type. He said that his father had picked up the FFA magazine in preference to other magazines they had at home. Dr. Spanton said that this was the importance of having the magazines go to the homes of the boys.

Mr. Naugher stated that they would certainly give the magazine a "boost" at the Southern Regional Conference, since the South was "lagging behind" in subscriptions. He said that the South, alone, should have 125,000 subscriptions.

Mr. Farrar stated that, actually, the first purpose of the magazine was to put FFA news and accomplishments in the hands of readers and in the homes -- thus, giving the boys a "push".

Dr. Spanton said that he realized there were some who felt that the magazine should not take any advertising. It was the feeling of the group that it was certainly necessary to have the advertising.

Mr. Hurt asked why there hadn't been an emblem somewhere on the cover of the magazine. Mr. Barron stated that it would have been costly to have been done the way the artist said that it should be done. Rather than not do it justice, it just had not been put on. However, he stated that it could be done without too much cost, by having an etching of the emblem.

Bill Sorem stated that in his chapter they had given subscriptions to the doctors and dentists, in order for them to have them in their waiting rooms for the public to see.

Fred Reed said that he thought the best way to push the subscription drive would be at the State conventions. He suggested that a booth be set up and that someone be at this booth to take subscriptions.

Dr. Tenney explained that in several States in the Central Region, action had been taken by the delegates at the 1952 convention to come in 100%.

• Dr. Spanton then read from the July minutes of the Board of Director's meeting, the motion concerning a report from Mr. Farrar.

Mr. Farrar then took the floor for his report. He said he believed when the job of Director of Information and Public Relations was set up, it was to have been for a man who would spend most of his time working on FFA publicity. He stated that in the past two years he has spent only about half of his time on publicity. He has many assignments which do not concern publicity directly. He stated that there is quite a difference between public relations and publicity. He further stated that he tries to keep track of anything pertaining to the FFA that the men on the staff handle. The public relations program includes about six points: (1) Policy development and administration; (2) Communications (including publicity and information requests); (3) State and local program development; (4) Some special activities; (5) Press and radio relations; and (6) FFA donor relations. At the present time, the major part of his work is connected with Number (1), which means working with the national officers, the Board, and the Executive Secretary. This phase of the work takes, probably, more time than any other phase of the work he does; yet does not show accomplishment. He worked with Mr. Johnson on the judging plaques, which now give a better opportunity for pictures at time of presentation than before. This adds some newspaper value to the awards, but the actual work in developing the plaques doesn't result in any publicity at all. There are some things that need to be done as a matter of policy that would help us out in publicity. He said that the Farm Safety Contest forms need to be overhauled. He also stated that a complete revision of the national Program of Work and the Annual Report is needed. The Annual Report actually shows the total membership and investment in farming when it should show more information. He stated that the most important job he does during the year is in connection with the publicity and information at the National FFA Convention. He sends out advance stories of convention winners, etc. The kit of materials he sends out includes a list of the American Farmers, the convention program, list of official delegates, advance story on results of National Chapter Contest, Foundation award winners' stories, list of Honorary American Farmers, and the Executive Secretary's Report. The kits are sent to the State Advisors and Executive Secretaries, Radio Farm Directors, certain magazines, and State papers. About 500 kits are mailed out. He handles special requests for stories, pictures, etc., prior to and after the convention. He made arrangements for the NBC and Mutual Broadcasting System broadcasts. It was agreed that we should try to get more local newsmen to the convention.

Mr. Farrar stated that he thought the press room at the convention would have to be moved upstairs, since there were so many people coming in each year and it had become too crowded. He said also that a radio room was needed so that the Radio Farm Directors can go in and cut their tapes to send back home. He stated that there was a great need for a tape recorder which we could keep in Kansas City for the use of the Radio Farm Directors and others. Also there is need for a room in which pictures could be taken, with a few props which could be left in Kansas City.

News releases were sent out about the Foundation program for the year and a story about the public relations tour. Each year Progressive Farmer wants a story about the American Farmers in the States that are served by them in the South. A lot of requests are received from different house organs

concerning stories. He stated that the FFA is far from the point of having to sell newspapers and magazines to use FFA stories. He said that the real problem is supplying the stories. He stated that he has worked during the past year on several stories for The National FUTURE FARMER. He told about the materials he had sent to the States for National FFA Week. He stated that he has taken care of the distribution of FFA Foundation medals for the past three years. He attends agricultural editors' meetings, so that he can find out what the editors want in the line of stories. He stated that he works on the public relations tour, and helps the Chairman of the FFA Foundation Sponsoring Committee prepare FFA material. He said that a study needs to be made of the States with publicity programs in order to pass this information along to the other States which do not have any program set up. He stated that he could send a monthly release to the States if they wanted it, with suggested radio programs, etc. He is getting ready to revise and republish the booklet, "Some Folks Say." He also stated that he plans to prepare a history of the FFA in 1953, and also prepare a third edition of the pictorial brochure. Convention releases will be continued as in the past during 1953, as well as FFA Week material, and answering special requests. He said that he would like to prepare a little booklet that a chapter reporter could use, containing a lot of samples of radio scripts. This would serve a great need.

Mr. Dalton stated that since the staff men could not travel to a great many of the conventions, meetings, etc., of farm organizations, that Mr. Farrar should attend them.

Discussion was held about the small travel budget set up for the office and the fact that members of the staff could not attend all of these meetings.

It was moved by Mr. Dalton, seconded by Mr. Humphrey and carried, that Mr. Farrar's report be accepted and that he be commended for the good work he has done.

After a five minute recess, the meeting was called back to order.

Dr. Spanton read a letter he had received from Mr. R. E. Bass, State Supervisor of Agricultural Education in Virginia. The letter was written to request permission to use the emblem on a Power Company's ad, which was not intended to sell anything. Mr. Hurt read a letter he had received from a State Supervisor in his Region, of a similar nature to the one from Mr. Bass. The writer of this letter stated that he was not clear on the use of the emblem on such ads, etc.

The group held a discussion on this subject. It was brought out that if the emblem was used on an ad, with a little write-up about the Future Farmers of America, their accomplishments, etc., with a "courtesy of _____" outline on the bottom, that it was actually more of an FFA ad than it was an ad of the company (as long as it was not used in direct selling).

It was moved by Mr. Humphrey, seconded by Mr. Dalton and carried, that Dr. Spanton write to Mr. Bass and advise that if this ad was in the best interest of the Future Farmers of America, and if it contained no sales promotion, that he go ahead and let the company use the emblem.

Dr. Spanton read a letter he had received from Mr. Lester B. Pollom, State Supervisor of Agricultural Education in Kansas, which took up the question of using the FFA emblem on a life insurance junior policy. The group agreed that this was definitely sales promotion.

It was moved by Mr. Hurt, seconded by Mr. Dalton and carried, that Dr. Spanton be authorized to notify Mr. Pollom that this Mutual Group Insurance Company not be allowed to use the emblem.

Dr. Spanton read a letter from the Omaha Convention Bureau concerning holding the 1955 FFA Convention there. It was decided not to hold the convention in Omaha.

Dr. Spanton next read a letter concerning a boy being able to remain in the FFA even though he has dropped out of vocational agriculture in high school. The group discussed this point and the actual meaning of active membership.

Bill Sorem stated that a boy who can't fit vocational agriculture into his schedule in his last year of high school should not be penalized and should actually be able to remain a member. Fred Reed said that he thought a boy should not hold an office and should not participate in contests unless he was really enrolled in vocational agriculture.

The point was brought up that a boy might drop out of vocational agriculture in his junior year in order to fit it into his schedule in his senior year.

Dr. Tenney read a letter from Earl Little, of New Hampshire, concerning a boy who had dropped out of vocational agriculture and had changed his course, but still wanted to remain a member of the FFA. Mr. Hurt stated that in their State Constitution, a boy must be enrolled in vocational agriculture to take part in the contests.

The Board agreed that all that they could say was that he could remain a Green Hand and take part in the activities of the chapter, but, of course, he could not get any higher degrees.

Dr. Spanton read a letter from Texas in which it was asked whether it was all right to add one or two extra officers and call them: (1) historian; and (2) parliamentarian. In this way, they could be offered leadership training which, after all, is the ultimate aim. The group was agreed that this was all right on a State or local basis. The letter also asked that the national organization take under consideration having a parliamentarian.

The meeting was adjourned until 8:00 a.m., January 31.

January 31, 1953

The meeting was called to order at 8:00 a.m. on Saturday morning, January 31, in Room 4282, Federal Security Agency Building, North, by Dr. W.T. Spanton, Chairman, all members of the Board being present.

Further discussion was held concerning the matter of letters being sent out by the States last fall by Mr. Parent, of Louisiana, soliciting support from State delegates to the National Convention on behalf of Jimmy Dillon, a candidate for National FFA President. It was the consensus of opinion that while Mr. Parent doubtless acted in good faith, this practice should be discouraged and discontinued in the future.

Accordingly, it was moved by Mr. Hurt, seconded by Mr. Humphrey, and carried, that the Board of Directors recommend to the States that they refrain from soliciting support from delegates from other States for candidates for national FFA office from their own States.

The Chairman called for a report by the committee which had been selected to study the use of the FFA Emblem. Mr. Dalton, as spokesman for the committee, reported that this committee had reviewed the policies adopted by previous national conventions to protect the use of the emblem and on the whole felt that they could not be improved upon to a very great extent. He referred specifically to the recommendations of the Committee which recommended restrictions on the use of the emblem—said recommendations being adopted by the 13th National FFA Convention in November, 1940, as follows:

- "1. It shall not appear in any way on farm commodities.
- "2. It shall not be used for unscrupulous advertising.
- "3. It shall not appear on any merchandise except that manufactured by officially designated FFA concerns."

After considerable discussion, it was moved by Mr. Dalton, seconded by Mr. Johnson, and carried, that the Board of Directors, amend the 2nd item of the Recommendations of the 1940 Convention, to read as follows:

- "2. It (the emblem) shall not be used for unscrupulous or direct sales promotional advertising."

The question of stationery, place cards, programs, napkins, etc., bearing the FFA emblem, for use in local chapters was discussed. Some members of the Board thought perhaps the chapters should be permitted to secure such items locally.

It was moved by Mr. Dalton, seconded by Mr. Naugher, and carried, that the Board of Directors postpone further consideration of the question of the use of the FFA Emblem until the July meeting of the Board, giving members of the Board of Directors and the Board of Student Officers time to secure reactions of those in their respective States, and to prepare a list of suggested uses of the emblem which would be proper and permissible.

A discussion developed in regard to criteria for selecting Honorary American Farmers, and the Chairman read from the minutes of the July 29, 1952 meeting of the Board of Directors, pertaining to the preliminary report of the committee on criteria, as follows:

"Anyone who has made a contribution to vocational agriculture and the FFA above the State level may be considered for the Honorary American Farmer Degree. Selection for such honors should be distributed among workers and leaders in various professions, businesses and industries. A statement of the candidate's contributions shall be submitted on official qualification forms to the National Board of Student Officers for their consideration. Candidates recommended by individual States shall have the recommendations of the respective State FFA Association. In addition, all candidates must be present at the national convention to receive the degree, unless the reason for not attending is acceptable to the Board of Student Officers and Board of Directors."

It was the general feeling of the Board that these criteria were well founded, and could not be improved upon materially.

It was moved by Mr. Hurt, seconded by Mr. Humphrey, and carried, that the Board of Student Officers be instructed to study the preliminary report of the committee on criteria - as stated above - and prepare some recommendations with regard to the awarding of Honorary American Farmer Degrees, such recommendations to be presented to the Board of Directors at their July meeting.

It was further moved by Mr. Dalton, seconded by Mr. Hurt and carried, that the Governing Committee develop a form or guide to be used by State Associations and State Advisers, when submitting to the Board of Student Officers and the Board of Directors the names of applicants to be considered for the Honorary American Farmer Degree — such application forms to be sent to the States upon request.

Certain items listed in the Future Farmers Supply Service Catalogue which are popular items in some sections of the country, but not in others, were discussed. The advisability of continuing such items was considered. Action was deferred until the July meeting, however, since at that time a report on the sales of all items offered by the FFA Supply Service is to be presented to the Board.

The matter of a change in the procedure in conducting the National FFA Public Speaking Contest was next considered. This matter was discussed at the July, 1952, meeting of the Board of Directors, at which time the following action was taken:

"It was moved by Mr. Dalton, seconded by Mr. Humphrey and carried, that a poll of the States be made in regard to changing the National Public Speaking Contest to an 'extemporaneous' contest in 1954, each Region to discuss it at the 1953 Regional Conferences and submit a recommendation to the Board of Directors for consideration, so that if action is favorable, it could be put into effect in 1954."

AND

"It was moved by Mr. Dalton, seconded by Dr. Tenney and carried, that a demonstration of the public speaking contest on an extemporaneous basis be given at the 1953 National FFA Convention, in addition to the regular contest."

The pros and cons of an extemporaneous public speaking contest were discussed. Some members of the Board felt that such a contest would be beneficial to the participants, as they would be required to have a broad knowledge of a variety of subjects in order to speak extemporaneously on any subject given them. Others expressed the belief that the research required in preparing a written speech was a very valuable experience for the agricultural student and enabled him to secure a thorough understanding and knowledge of his subject, to say nothing of the experience gained from practice in delivering the prepared speech.

It was pointed out that since the 1953 Convention will be the Silver Anniversary Celebration of the Future Farmers of America, it might be well to refrain from including on the program anything in the nature of an "experimental type of project". In the light of this discussion, it was moved by Mr. Humphrey, seconded by Mr. Hansucker and carried, that the Board of Directors accept the recommendation of the Board of Student Officers and rescind the action taken at the July, 1952, meeting, namely that "a demonstration of the public speaking contest on an extemporaneous basis be given at the 1953 National FFA Convention, in addition to the regular contest."

Reference was made to the recommendation of the Board at their July, 1952 meeting, that the Office of Education be urged to employ a full-time man to serve as Executive Secretary of the Future Farmers of America and that adequate travel funds be provided so that he can make trips to the States. Mr. Hurt asked if this recommendation of the Board had been presented to Dr. Strobel. Dr. Spanton replied that it had — but without success since insufficient funds have been appropriated by the Congress. Mr. Hurt then asked if it would be advisable for the supervisors at the Regional Conferences to take some definite action and make recommendations along this line to the Office of Education. He was advised by Dr. Spanton that this might cause the Agricultural Education Branch of the Office of Education to receive undue criticism and be accused of stimulating such action.

Dr. Spanton pointed out the fact that under the provisions of Public Law 740, the Federal Government is authorized to provide the Agricultural Education Branch of the Office of Education with the necessary personnel to conduct the work and activities of the Future Farmers of America — but that at the present time it does not seem possible to secure additional professional and clerical help because of a lack of Federal funds.

It was moved by Mr. Humphrey, seconded by Mr. Watson and carried, that the Board of Directors, authorize the hiring of an additional man for the staff of the Future Farmers of America, to assist with the work in public relations and that of the Executive Secretary, and that his salary and expenses be paid from the FFA treasury.

Dr. Spanton presented for the Board's attention the matter of the advisability of permitting the State of Nebraska to submit a larger quota of applications for the American Farmer Degree during 1953, because of rejections in 1952 — such rejections being due to the fact that the applications of candidates for the degree were received in the Washington Office after the dead line date for filing. After studying the Constitution, it was moved by Mr. Hurt, seconded by Mr. Watson and carried, that the Board is of the opinion that it has no authority under the provisions of P.L. 740 and the FFA Constitution to permit the raising or lowering of quotas for the American Farmer Degree within any State. The Board expressed regret that any boy meeting the qualifications for the degree should be denied this honor.

With reference to the National Chapter Contests, it was brought to the attention of the Board that in some States the same chapters have won the Gold Emblem Award for four years in succession. This creates the impression that certain chapters have a monopoly on the award, and tends to discourage other chapters from entering the contest.

The suggestion was made that chapters which had won the Gold Emblem Award might be required to withdraw from the National Chapter Contest for a year or two, in order to encourage participation by other chapters in the State. It seemed to be the consensus of opinion that to a large extent the chapter contest has gradually become a contest between teachers, in filling in and completing the entry forms.

After considerable discussion, it was moved by Mr. Hurt, seconded by Mr. Humphrey and carried, that the matter of the National Chapter Contest within the respective States be studied by the Board of Student Officers and that they make a report to the Board of Directors at their July meeting.

Dr. Spanton reported that when Mr. Roderick Turnbull, Editor of THE WEEKLY STAR FARMER, Kansas City, Missouri, was in our office on January 28, he suggested that the FFA Chorus be permitted to remain over in Kansas City following the National FFA Convention, in order that they might participate on the program of the American Royal Ball. Mr. Turnbull said that many persons in Kansas City considered the FFA Chorus on a par with - if not better than - much of the professional talent secured for the Ball in previous years. Dr. Spanton reported to the Board that he had told Mr. Turnbull he did not think there would be any objections to the Chorus remaining over, if an invitation were extended to them to participate. The Board of Directors reacted favorably to Mr. Turnbull's suggestion.

Mr. Turnbull also paid the National FFA Band a very high compliment saying that it deserved its place of prominence at the head of the American Royal Parade.

Some discussion was held at this point on the matter of financing the expenses in connection with the National FFA Band and Chorus. The States have various methods of taking care of these activities, but it seemed to be the general feeling of the Board that the cost involved was well worth it. Mr. Hurt suggested that this matter be handled in the same way as at present. Without objection, it was so ordered.

Dr. Tenney announced that the exchange of FFA members with the National Federation of Young Farmers' Clubs of Great Britain will be continued in 1953. Plans are being completed to send two members of the FFA to Britain and for two members of the Young Farmers' Clubs to come to the United States. Our members will go to Britain in April and will return about September 1. The representatives of the Young Farmers' Clubs will come to the United States in June or July and will remain until after the National FFA Convention. Our two representatives will arrive in Britain in time to see the Coronation.

Dr. Tenney suggested that we should be very careful in the selection of the proper type of boys who will represent the FFA abroad. They should be good mixers, have pleasing personalities; have a sincere interest in people; be effective speakers; have a thorough knowledge of the FFA; and be dependable in any situation. He also pointed out that it has been customary in the past to send one Past National Officer. Last year was an exception, and Billy Howard, who was serving as Vice President at that time, was chosen for obvious reasons. He also reported that it had been customary in the past to observe rotation by Regions in selecting the persons who would make the trip. If this practice is continued, it would be the year to send some one from the Central Region. Dr. Tenney asked the Board to decide on two questions in this connection: (1) The manner of rotation; and (2) The advisability of sending a Past National Officer.

In the discussion which followed, most members of the Board thought that the practice of rotation should be observed, and that either an immediate or past national officer should be considered.

It was moved by Mr. Dalton, seconded by Mr. Hurt and carried, that the Governing Committee select the representatives from the FFA to travel to Great Britain in the Exchange Program with students from Great Britain.

The next matter to come before the Board was a request from the Future Farmers Supply Service for clarification as to whether or not they should furnish official FFA supplies to magazine publishers who, in turn, offer them as prizes to FFA members for securing magazine subscriptions. It was pointed out that some time ago a representative of COUNTRY GENTLEMAN Magazine visited our office and wanted the national FFA organization to endorse a proposal for selling subscriptions to the COUNTRY GENTLEMAN magazine. At that time it was voted to leave this matter up to the various State Associations. It is the policy in most States that magazine companies are to secure proper clearance through the State offices before they solicit any business whatsoever in the State.

At present, we have had two requests from other magazines for permission to use items of official FFA merchandise as awards and prizes for the sale of subscriptions. After considerable discussion, it was moved by Mr. Hurt, seconded by Mr. Johnson and carried, that the Board of Directors and the Board of Student Officers go on record as approving the action of the Future Farmers Supply Service in selling official FFA items of merchandise to companies who are granting such official supplies as awards to FFA members for selling magazine subscriptions, but that this action is not to be construed as an endorsement of the magazine.

Dr. Tenney next read a letter from an FFA member who wishes to honor his father by presenting him with an FFA jacket.

It was moved by Mr. Humphrey, seconded by Mr. Johnson and carried, that since FFA jackets are made primarily for the members of the Future Farmers of America, and are not intended for honorary members and other, that they be supplied appropriate plaques or paper weights.

Dr. Terney read a letter from a State Association of FFA asking for a ruling on changing an FFA chapter's year of operation to coincide with the calendar year.

- It was moved by Mr. Naugher, seconded by Mr. Watson and carried, that for the purpose of FFA chapter activities, the year's operation be kept as is — on the basis of the school year.

Mr. Farrar presented a report on the items which have been prepared for the Silver Anniversary Celebration, such as buttons, stickers, place cards, posters, etc. He reported that the Future Farmers Supply Service has a quantity of 10,000 Silver Anniversary Buttons on hand which will be priced at 5¢ each in lots of 10-100; or 4¢ each for quantities of 101 or more. All buttons remaining unsold at the time of the convention will be used at the convention.

A Silver Anniversary Sticker has been prepared. About 50,000 are on hand — with 24,000 being offered for sale by the Supply Service to the local chapters at 75¢ per C. or \$6.50 per M. These stickers are being used on all correspondence going out from the National Office, as a means of acquainting the general public with the forthcoming 25th Anniversary Celebration.

Two editorial cartoons, calling attention to the Silver Anniversary Celebration, have been prepared. Mats for them, for use in newspapers, will be sold by the Future Farmers Supply Service at a cost of 30¢ for the double mat containing both cartoons.

A Silver Anniversary Poster, 18 x 24" in size, has been prepared. This poster has been folded by the printer so it will go into a 9 x 12 envelope. Sufficient copies were ordered so that one poster can be sent to each FFA Chapter as a sample. An additional supply will be kept at the Supply Service for sale, at 15¢ each to those chapters that desire more than one.

One of the Silver Anniversary Stickers will also be sent to each local chapter as a sample. A description sheet, showing prices on the posters and stickers, will be enclosed with the samples.

Place cards regularly offered for sale in the FFA Supply Service Catalogue will be imprinted with the words " Silver Anniversary Celebration" when ordered during 1953.

There being no further business to come before the Board, the meeting was adjourned.